## **AMENDMENTS TO THE CLAIMS**

This listing of claims replaces all prior versions, and listings, of claims in the application:

l	1.	(Currently Amended) A method of displaying a commercial message on a display	
2	device of a con	mputer during a user waiting time, the method comprising:	
3		selecting the commercial message from a non-volatile memory; and	
1		displaying the selected commercial message on the display device during the user	
5	waiting time,	wherein the user waiting time includes waiting time associated with at least one of	
5	the computer of	entering sleep mode, a virus sean, and a disk sean.	
l	2.	(Original) The method as in claim 1, wherein the commercial message comprises	
2	an advertisem	ent message.	
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l	3.	(Original) The method as in claim 1, wherein the commercial message comprises	
2	productivity en	nhancement tips for the computer.	
l	4.	(Original) The method as in claim 1, wherein the step of selecting the	
2 .	commercial message further comprises the steps of:		
3		tracking Internet information associated with the computer; and	
1		choosing the commercial message to download to the non-volatile memory from a	
5	website based on the Internet information.		
l	5. – 8.	(Cancelled)	
l	9.	(Original) The method as in claim 1, wherein the commercial message is	
2	displayed for a	a duration according to a time weight assigned to the commercial message.	
1	10.	(Currently Amended) The method as in claim 1, wherein <u>display of</u> the	
2	commercial message is repeated according to a frequency weight assigned to the commercial		
3	message.		

1	11.	(Previously Presented) A computer system for displaying a commercial message,	
2	comprising:		
3		a display device;	
4		a processor coupled to the display device; and	
5		a memory coupled to the processor and containing code adapted to display the	
6	commercial m	nessage on the display device during a user waiting time, wherein the user waiting	
7	time includes waiting time associated with at least one of the computer system entering sleep		
8	mode, a virus scan, and a disk scan,		
9		wherein the memory is further adapted to store a frequency weight to determine	
10	frequency of displaying the commercial message, the frequency weight having a value assigned		
11	according to a	a revenue generating capacity of the commercial message.	
1	12.	(Original) The computer system as in claim 11, wherein the memory comprises a	
2	flash read-only memory (ROM).		
1	13.	(Original) The computer system as in claim 11, wherein the memory comprises a	
2	hard drive.		
1	14.	(Original) The computer system as in claim 11, wherein the memory is updated	
2	with the comr	mercial message from the Internet when the computer is connected to a website.	
1	15.	(Original) The computer system as in claim 11, wherein the code comprises	
2	Basic Input/O	Output System (BIOS) code.	
1	16.	(Original) The computer system as in claim 11, wherein the code comprises a	
2	commercial messaging application.		
1	17.	(Cancelled)	

18. (Original) The computer system as in claim 11, wherein deletion of the 1 2 commercial message in the memory is selectively enabled. (Original) The computer system as in claim 11, wherein display of the 19. 1 2 commercial message is selectively disabled. 20. (Original) The computer system as in claim 11, wherein the commercial message 1 is selectively saved for future display on the display device. 2 (Original) The computer system as in claim 11, wherein the type of commercial 21. 1 message is user selectable. 2 22. - 26. (Cancelled) 1 (Previously Presented) The method of claim 1, further comprising: 1 27. 2 tracking user preferences; and downloading additional commercial messages to the non-volatile memory that are 3 tailored to the user's interests based on the tracked user preferences. 4 28. (Previously Presented) The method of claim 1, further comprising: 1 determining whether the user is a premium user; 2 in response to determining that the user is a premium user, providing an option to 3 4 the user to disable display of the commercial message. (Previously Presented) The method of claim 1, further comprising providing a 29. 1 2 password to enable secure updating of the non-volatile memory with a password.

1	30.	(Currently Amended) The method of claim 10, further comprising A method of	
2	displaying a c	commercial message on a display device of a computer during a user waiting time,	
3	the method comprising:		
4		selecting the commercial message from a non-volatile memory;	
5		displaying the selected commercial message on the display device during the user	
6	waiting time,	wherein the user waiting time includes waiting time associated with at least one of	
7	the computer entering sleep mode, the computer waking from sleep mode, a virus scan, and a		
8	disk scan,		
9		wherein display of the commercial message is repeated according to a frequency	
10	weight assign	ed to the commercial message; and	
11		assigning the frequency weight to the commercial message based on a revenue	
12	generating ca	pacity of the commercial message.	
1		33. (Cancelled)	
1	34.	(Currently Amended) The system of claim 33, further comprising A system to	
2	display comn	nercial messages, comprising:	
3		a display device;	
4		a basic input/output system (BIOS) routine executable to display a first	
5	commercial n	nessage on the display device during a boot-up period;	
6		an operating system;	
7		an application executable, after loading and execution of the operating system, to	
8	display a seco	ond commercial message on the display device during a user wait period,	
9		wherein the user wait period includes a wait period associated with at least one of	
10	the system go	ing into sleep mode, the system exiting sleep mode, a virus scan, a file download,	
11	and a disk sca		
12		a memory to store a frequency weight to determine frequency of display of the	
13	second commercial message, the frequency weight having a value assigned according to a		
14	revenue generating capacity of the second commercial message.		